American Heart Association®

life is why™

JUMP ROPE FOR HEART℠

HOOPS® FOR HEART

We Jump. We Shoot. We Save!

Volunteer's Guide

Tips for a successful event

SHAPE America Society of Health and Physical Educators®

health. moves. minds.

SHAPE America is a proud program partner of Jump Rope For Heart and Hoops For Heart.

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What is my role as a volunteer for Jump Rope For Heart or Hoops For Heart?

- Encourage, motivate and inspire your school to get involved.
- Explain how students can be rewarded for their efforts.
- Bring the program to life! Use the tools and educational materials to create an event where students have fun while learning about heart health and raising lifesaving funds.
- **A GIFT OF $5 teaches more than 100 adults how to save a life** by recognizing the signs of heart attack or stroke and how to administer CPR or use an AED. This gift provides a wallet card they can keep in their back pockets for reference.
- **A GIFT OF $10 makes it easier for people to find AEDs in public places**. This donation covers the costs of placing nine identification stickers in public places, directing people to these devices that can save someone's life.
- **A GIFT OF $15 reaches 100 African-American or Hispanic individuals** with heart disease and stroke prevention information, and encourages them to participate in Search Your Heart, our cultural health program.
- Educate students about how to participate in this community service learning program.

HEART HEROES: Sydney and Niklas, Age 6

My name is Sydney and I have a twin brother named Niklas. I am one minute older than him and am always happy to tell him that.

Before I was born, my parents knew I had a heart defect but didn't know what type. I underwent my first open-heart bypass surgery for *coarctation of the aorta*. I underwent my second open-heart bypass surgery for *subaortic stenosis*. I had a permanent pacemaker inserted and need it to stay alive as I have no underlying heart rhythm without the assistance of the pacemaker. I underwent my third open-heart bypass surgery to repair my *mitral valve*. I had my *aortic valve* re-repaired in my fourth open-heart bypass surgery. I had a fifth open-heart bypass surgery to replace my diseased aortic valve with my own *pulmonary valve*. Then a donor pulmonary valve was put in as my "new" pulmonary valve. I will eventually need to have both the pulmonary and aortic valves replaced again and will continue to need the pacemaker.

Kind of a long story — but I am feeling great. I take four types of medicine to ensure my heart stays healthy. I enjoy riding my bicycle, going for walks with my family. Most recently, I participated in my first ballet recital, which was a lot of fun.

My wish is that the funds raised by the American Heart Association can find a cure for congenital heart defects so no other children have long surgeries or extended stays in the hospital. I am thankful that my brother Niklas is participating in Jump Rope For Heart. He has done a great job raising money and we hope to raise awareness to other families that if their child is born with a CHD they will have hope that things will get better.

What are Jump Rope For Heart and Hoops For Heart?

Jump Rope For Heart and Hoops For Heart are community service learning programs of the American Heart Association. They teach kids:

- the importance of developing heart-healthy habits;
- that being physically active can be fun;
- that raising funds to support cardiovascular research and education helps save lives in their community and across the country.

Millions of students have learned jump rope and basketball skills while learning how nutrition and physical activity can help them live longer, healthier lives. Jump Rope For Heart and Hoops For Heart also promote community service by teaching kids how to help others.

Why is partnering with the American Heart Association so important?

- Heart disease is the nation's No. 1 killer.
- Stroke is the fifth-leading cause of death in the U.S.
- Our children are developing significant health issues that can shorten their life expectancy:
  - Almost a third of U.S. children and adolescents between ages 2 and 19 are overweight or obese.
  - Children who are obese are more than twice as likely to die before age 55.
  - Sixty-one percent of children ages 9-13 aren't physically active outside of school.
  - On average, American children and adolescents spend nearly four hours watching television every day.

What does the American Heart Association do for kids' health?

- Last year, we funded nearly $16 million in new research awards broadly related to children's heart disease. This was part of the $146.2 million we funded in all aspects of cardiovascular diseases and stroke. Our funding for pediatric cardiac research is second only to the federal government.
- We advocate for federal and state governments to improve physical education and nutrition wellness in schools.
- We provide lifesaving CPR courses for middle school and high school students so they can properly react during emergency situations.
- We've created the American Heart Association Teaching Gardens, planted in elementary schools across the country. These gardens become real-life learning laboratories where students can plant seeds, nurture growing plants, harvest produce and ultimately understand the value of good eating habits.
- Inactive children are likely to become inactive adults. That's why the National Football League and the American Heart Association have teamed up to create the NFL PLAY 60 Challenge, a program that inspires kids to get the daily recommended 60 minutes of physical activity in school and at home.

What are the goals of Jump Rope For Heart and Hoops For Heart?

- Increase students' knowledge of how their hearts work and the best way to take care of them.
- Honor those in our community who have been affected by heart disease and stroke.
- Raise funds to support the American Heart Association's efforts to build healthier lives, free of cardiovascular diseases and stroke. Since 1978, Jump Rope For Heart and Hoops For Heart have raised more than $1.2 billion for research and educational programs.

First things first —

Let's confirm your Jump Rope/Hoops For Heart Materials!

1. In your Event Kit

- ☐ Student Collection Envelopes (VERIFY the amount – 100 come in each pack.)
- ☐ (2) Coordinator event T-shirts (Check the sizes.)
- ☐ Top Fundraiser Medal
- ☐ JRFH - (12) Jump Ropes and (2) Double Dutch Ropes OR
  HFH – (1) Basketball
- ☐ A supply of Super Pups
- ☐ A supply of Ninja Star Pups
- ☐ A supply of Martia N. Mutley Pups
- ☐ A supply of lanyards
- ☐ A full set of ALL of the puppies for you to wear and show!

2. Inside your Volunteer Folder

- ☐ Volunteer's Guide
- ☐ Promotional DVD
- ☐ Event Resource CD
- ☐ Promotional Posters: Dog Park and Thank-you Gifts
- ☐ Wrap-Up Materials: Pre-Paid Envelopes, Participant Record Sheet, Summary Gift Order Form

3. Your Pawsitive Heart Habits educational materials are delivered by your AHA staff contact.

**Lanyards and Puppies are packaged in quantities of 25.*

Online Info:	heart.org/jump or /hoops
Username:	
Password:	

Kickoff Assembly Date:	
Goal:	
Event Date:	

Before the Assembly

- ☐ **PARENT COMMUNICATION: Pre Kickoff/Assembly Email** (p. 7) – Forward the email to classroom teachers asking them to forward to parents
  Date: _____
- ☐ Hang thank-you gift posters all over the school, including up front where parents can see.
- ☐ Hang and promote the dog park goal poster. It's a big hit! (Let us know if you need more.)
- ☐ **PARENT COMMUNICATION** (p. 7) – Promote JRFH/HFH (Choose at LEAST one: Newsletter, Website, Teachers Weekly Update, Facebook, Marquee, Twitter, Text, Phone, Email, etc.) **All communications are on your Event Resource CD to simply cut and paste.*

Week 1: _____

- ☐ KICK OFF JRFH/HFH ASSEMBLY!
- ☐ **PARENT LETTER** (p. 8-9) goes home with collection envelopes
- ☐ Show the JRFH/HFH video (about 6-8 minutes) and how to register online/use the app video.
- ☐ Manage your Life Saving Puppies (p. 6) in class. Hand out puppies and dog park stickers. Start checking online daily and give to students who have donations online.
- ☐ Announce **HEART FACTS** (p. 13-14) over morning announcements/play video morning announcement.
- ☐ Play Video Introduction of Super Pup and Ninja Star (on Promotional Video DVD.)

Week 2: _____

- ☐ Send home the **REMINDER LETTER** (p. 10). Keep up the PAWESOME effort!
- ☐ Play Video Introduction of Capt'n Bark and Dr. Bow Wow (on Promotional Video DVD).

Week 3: _____

- ☐ Send home stickers
- ☐ PARENT COMMUNICATION (p. 7) – Promote **JRFH/HFH** (Choose at LEAST one: Newsletter, Website, Teachers Weekly Update, Facebook, Marquee, Twitter, Text, Phone, Email, etc.)
- ☐ Play Video Introduction of Martia N. Mutley and Soccer Pup (on Promotional Video DVD).

Week 4: _____

- ☐ **PARENT COMMUNICATION** (p. 7) – (Choose at LEAST one: Newsletter, Website, Teachers Weekly Update, Facebook, Marquee, Twitter, Text, Phone, Email, etc.)
- ☐ Event Day! CELEBRATE! (p. 21)

Promotion during the weeks leading up to the event:

- ☐ **COACH'S CHALLENGE** (p. 15)
- ☐ **CLASSROOM CHALLENGE** (p. 16)
- ☐ **ART/MUSIC/LIBRARY/FRONT OFFICE** (p. 17-20)
- ☐ **FUN PROMOTION IDEAS** (p. 12)

Wrap Up: _____

- ☐ **WRAP UP YOUR EVENT** (p. 22-23) Count donations. Convert cash and change to money order or school check and send your donations using your prepaid envelope.
- ☐ Email your American Heart Association representative your GRAND total.
- ☐ Order your gifts online. (They arrive 2-4 weeks after donations are received.)

Managing Your Instant PUPPIES!

Jump Rope and Hoops For Heart celebrated another record-breaking year in 2014-2015 through our program with the Instant Lifesaver Ducks. We learned so much from our volunteers about what worked and what did not. We then made adjustments based on that feedback, and put together some ideas to help your heart campaigns achieve more success! This year we are introducing brand-new Lifesaver Puppies!

Ideas for How to Manage the $5 Coupon:

- ☐ **Grade Level Baggie** – Have a plastic baggie/envelope for each grade level and put the coupons in the corresponding bag/envelope.
- ☐ **Front Office** – Have coupons sent to office with the daily attendance. The front office can recognize the students who turned in the coupons during the morning announcements. A student from each class can pick up the puppies for his or her class at the end of the day.
- ☐ **Classroom Rosters** – Print and staple the classroom roster to a large envelope for each class and place the coupons in these envelopes. Simply check off the name of the student on the roster as the coupons are turned in.

Parents,
When your child raises $5 for Jump Rope For Heart — fill out this coupon, tear it off and send it back to school with your child. They will receive their first Heart Hero puppy, Super Pup, as well as a lanyard!

Homeroom Teacher _____

Grade _____

My child _____ has raised at least $5 in donations for Jump Rope For Heart.

Signed by _____ (his/her parent)

☐Puppy ☐Donation

Ideas for How to Distribute the Instant Puppies:

- ☐ **In PE Class** – Have the $5 and online puppies ready on lanyards and distribute them during the beginning or end of PE. Have the $85 puppies in a bucket ready to add to the lanyard.
- ☐ "**Dog Mania" Days** – Designate specific "Dog Mania" day(s) for students to turn their coupons in and receive their puppies.
- ☐ **Distribution Sites**
  - **Puppy Booths** – Have parent volunteers or the student council set up a "puppy booth" during recess/lunch times where students can turn in their coupons and collect their instant puppies.
  - **Puppy Store** – Have a puppy store led by parents/front office to collect coupons and distribute puppies.
  - **Library** – Have the librarian call kids down to the library each morning to pick up their puppies.
- ☐ **Student Council** – Have the student council announce the puppy-earners on the morning announcements and deliver them to classroom.
- ☐ **Daily Dog Cal**l – Ask volunteer/ Watch D.O.G. dads to announce and distribute puppies at the start of each PE class.
- ☐ **PTO or PTA** – Ask parent volunteers to put the puppies in the homeroom teacher's mailbox.

Ideas for How to Track the Instant Puppies:

- ☐ **Use the Online Tool** – In your HeadQuarters, the students who have earned online puppies will already be loaded into the system. There is a great tracking tool where you simply check off the students as you hand out the puppies.
- ☐ **Use the App** – Use the app to easily mark the puppies you've delivered.

Parent Communication

Pre kickoff/assembly email

Subject: Jump Rope/Hoops For Heart is coming soon

Parents, we are excited to kick off Jump Rope/Hoops For Heart! Your student is becoming a Heart Hero by taking care of his or her own heart, spreading the message of the American Heart Association, and raising funds for lifesaving research. Have your student jump online at heart.org/jump or heart.org/hoops to send emails and ask for donations. **ANY STUDENT WHO GOES ONLINE AND GETS A DONATION WILL BE RECOGNIZED AND RECEIVE THE SUPER PUP AND NINJA STAR PUPPIES**.

Thank you for supporting the American Heart Association!

Newsletter/Website/teachers weekly Update/Facebook, etc.

Jump Rope/Hoops For Heart is here! If you haven't already, please register for our school team at heart.org/jump or heart.org/hoops or by searching "Jump/Hoops" in the app store. Our students are learning all about what they can do to keep their hearts healthy, and how they can help others by collecting donations for the American Heart Association. We are a healthy and service-minded community!

Jump Rope/Hoops For Heart is wrapping up! It's not too late to contribute to our school's efforts to fight the No. 1 killer of Americans: heart disease. Visit heart.org/jump or heart.org/hoops to join our school team or download the app by searching "Jump/Hoops" in your phone's app store. We are so proud of our students for learning how to stay healthy and helping others by raising money for the American Heart Association. Thank you for your support!

Marquee text

JUMP ROPE FOR HEART (OR HOOPS FOR HEART)

SAVE A LIFE. EARN A PUP! JUMP ROPE FOR HEART (OR HOOPS FOR HEART)

Twitter messages

Jump Rope For Heart is here! Kids are jumping, hearts are beating fast, and YOU can save a life: heart.org/jump

Our school is joining thousands of others to wipe out heart disease through Jump Rope For Heart. Donate today: heart.org/jump

Hoops For Heart is here! Kids are shooting hoops, hearts are beating fast and YOU can save a life: heart.org/hoops

Our school is joining thousands of others to wipe out heart disease through Hoops For Heart. Donate today: heart.org/hoops

Dear Parent/Guardian,

We are thrilled to be supporting the American Heart Association to help teach our students and families how to take care of their hearts through the *Jump Rope For Heart* and *Hoops For Heart* program. What does your child get out of participating?

1 **YOUR CHILD learns about the importance of the heart—how it works, and how to take care of it:** With the educational programs from the American Heart Association, our students learn how the heart works, how exercise affects their hearts and how to stay **FIT FOR LIFE**! Approximately 80 percent of the funds raised go directly to the mission, funding extensive research efforts, heart education and programs to help us all live healthier lives.

2 **YOUR CHILD reaches out to friends and family:** The safe online tool makes it easy for your child to set up a web page and send emails to support their fundraising efforts and to share life-saving information. The new app for smartphones also makes it easy for your student to text friends and family to join their campaign to be a heart hero. When your kids talk about their reasons for participating (such as a lost loved one or a family history of heart disease), it helps them connect the dots to a healthier life (and might even inspire a few other family members).

3 **YOUR CHILD feels good for making a difference in people's lives!** Funds raised support the heart association's research and education initiatives that ***save lives in our community***. Heart disease is the No. 1 killer of all Americans and more people die of heart disease than all forms of cancer combined. The American Heart Association is second only to the U.S. government in funding research in heart disease and stroke. Additionally, the school earns money for PE equipment so we can keep our kids MOVING!

We hope you are as excited as we are to support our students in this important experience. If you have any questions or would like to volunteer, please let me know. Visit **www.heart.org/jump** or **www.heart.org/hoops** to get started today!

EVENT DATE: _____

Envelope Due Date: _____

American Heart Association®
life is why™

JUMP ROPE FOR HEART℠ | HOOPS® FOR HEART

It Takes Heart to be a Hero!

Want to make fundraising easier?

You can send emails, texts and donation requests from your phone. Search "**Jump/Hoops**" to download the app and you can help raise money that can fund life-saving research while you are away from your computer!

JUMP/HOOPS

HEART HERO Llzzie, age 9

Hello everyone. My name is Lizzie. I am 9 years old and love to sing and dance. When I was little, I had a heart valve that was not working the way it should. Thanks to my doctors, I am okay now. I am glad I am able to do the stuff I am supposed to do.

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REGISTER ONLINE today! Here's how…

Step 1: Go to **www.heart.org/jump** or **www.heart.org/hoops**.

Step 2: In the **Search For Your School** area, click on your state, enter the city where your school is located and click the first letter of your school's name. Once you find your school, click on **Join Team**.

Step 3: Create your own Username and Password and answer a security question. **Click Continue**. *(Be sure your Username and Password are easy to remember).*

Step 4: Fill out the registration form. Review the **Online Waiver** and click the box to accept it. Once you are done, click the **Continue** button.

Step 5: **A Share With Your Friends** screen will pop up. Enter a message that you would like to share via social media and click on the program(s) that you would like to use. Once you are done, click the **Publish** button. You'll see a confirmation screen and a button you can click to enter your HeadQuarters and set up your web page. Or, click the "X" in the upper right hand corner of the pop up box to skip this step.

Step 6: Download the mobile app by searching for "Jump/Hoops."

Apple iTunes

Google Play Store

- **Please make checks payable to American Heart Association.**
- **Ask your sponsors if they work for a company that matches the contributions of their employees. They can provide you with their company's matching gift form to include in your collection envelope.**
- **For the safety of our children, we ask that your child NOT go door-to-door or ask strangers for donations.**

Join Our Pack! Collect all 6!

Your teacher has these 3 puppies now!

First Donation

With a $5 donation, students receive **Super Pup** and a lanyard (see envelope for the coupon to tear off and send to school with your child to receive this pup).

Online

With their first online donation, students receive **Ninja Star**.

Online

With $85 in online donations, students receive **Martia N. Mutley**.

$20

When students raise $20, they will receive **Capt'n Bark** after the event.

$35

When students raise $35, they will receive **Dr. Bow Wow** after the event.

$100

When students raise $100, they will receive **Soccer Pup** after the event.

Get your puppies today and show your support for the American Heart Association and living heart healthy!

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Don't forget!

Your student is learning about a heart-healthy lifestyle through the American Heart Association's Jump Rope or Hoops For Heart program!

We kicked off Jump Rope/Hoops For Heart in PE. (Perhaps you remember doing it as a kid.) Our school's event is right around the corner! There is still time for your student to participate! You have probably heard your student talking about the Lifesaver Puppies, so we wanted to fill you in and remind you how your student can earn them! Each pup has an important heart-health message and **YOUR student can earn all six! Students can get the first three puppies at school now**. The remaining puppies and thank-you gifts will come 2-3 weeks after Jump Rope/Hoops For Heart is complete.

Here's how our awesome kids can become heart heroes!

1. By learning how to take care of their hearts. We're learning from the puppies this year!
2. By telling the grown-ups in their life what they are learning about their hearts.
3. By raising funds to support the American Heart Association's mission of building healthier lives, free of cardiovascular diseases and stroke. (Funds can be raised online or with checks in your child's collection envelope.)
   - To bring home **SUPER PUP**, tear off the coupon once your child has raised $5, fill it out, and have your student take it to PE! **SUPER PUP** also comes with a great lanyard.
   - To bring home **NINJA STAR**, register online and receive a donation. (Bonus: With this donation, your child will earn **BOTH SUPER PUP** and **NINJA STAR**!) Your PE Teacher will be able to see who gets online and raises money to know what puppies they have earned.
   - To bring home **MARTIA N. MUTLEY**, students must raise $85 online.
   - The remaining puppies and thank-you gifts on the envelope will arrive approximately 4-6 weeks after Jump Rope/Hoops For Heart is complete. Go to heart.org/jump or heart.org/hoops to sign up, or do it by downloading the Jump/Hoops app. (The app is amazing – you can even text for donations!)

We also wanted to share that your student is using educational materials provided by the American Heart Association to teach about **HOW** and **WHY** students need to take care of their hearts as a part of Jump Rope/Hoops For Heart. Students will also be raising funds to help others whose hearts aren't as healthy. In addition we can earn PE equipment for our gym! Students will be jumping rope/shooting hoops to celebrate all of the heart-healthy learning and giving they have done.

Please include checks rather than cash. We hope you will join us in teaching your children about living a heart-healthy life and helping others!

DATE OF EVENT: _____ DONATIONS DUE:_____

Online Fundraising

Why should students raise money online?

You'll get an email 10 weeks before your event with your online fundraising username and password.

Username:

Password:

- **It's safe!** Our website is secure and protected. Student and donor information is not given out to third parties.
- **It saves lives!** Students can select email templates that include lifesaving information, including warning signs for heart attack and stroke, to educate family and friends.
- **It saves time!** Raising money online makes the money-counting experience faster and easier for you! Instead of collecting cash and checks to sort through, students print their online reports, which state how much money they raised, and enclose them in their collection envelopes. Plus, donors who make their contributions online are automatically emailed a donation receipt.
- **It's effective!** Students AND schools on average raise three times more money online than through collecting checks or cash. By using online fundraising, your students can help raise more money to save lives.
- **It's easy!** It takes just a few simple clicks for students to join their school's online team (which has already been set up for you by the American Heart Association). After joining, students will have fun personalizing Web pages by uploading their photos and more.
- **It's fun!** Students are able to see how they are progressing toward their personal fundraising goals, and they can also see how their school is progressing toward the team goal.

How to Fundraise Online

Step 1: Four weeks prior to your event, set up your school's Web page. Instructions are included on your Event Resource CD.

Step 2: Show your students the "How to Register Online" video found on your Promotional Video DVD. Send home the online homework assignment for students to complete in technology class.

Step 3: Announce your online incentive to get the students excited about being online.

Step 4: Check daily and recognize students for registering online.

Check Out Our Interactive Tools

- Social Media
  – Parents can link or tweet their students' Jump Rope For Heart or Hoops For Heart page to get even more donations!
- E-card
- Mobile App
  – Raising money with the Jump Rope For Heart or Hoop For Heart mobile app is easy! Parents can text or email a link to their student's page for fast fundraising. Parents can set a goal and follow its progress from the app. Teachers can also follow their school's progress and review online reports from the app.

Apple iTunes

Google Play Store

Fun Promotional Ideas

DOGS ON THE RUN!

- Wear a dog costume in the pickup line.
- Have Watch D.O.G.S. volunteers wear the dog lanyard.
- Set up a "mystery" dog house.

PAPER HEART DISPLAY

This is a great visual of the number of people affected by heart disease. About 2,150 Americans die each day from these diseases, one every 40 seconds.

JUMP ROPE TEAM AT YOUR ASSEMBLY

Have a jump rope team (if available) perform at your **JUMP ROPE FOR HEART KICKOFF**! Or have your best jump ropers perform!

HEART HERO WALL

- Have students write the name of someone they are jumping in memory/honor of on the heart.
- Have students write why Jump Rope For Heart is important to them.
- Add pictures of everyone who has raised $85 to the Heart Hero Wall.

Heart Facts for Morning Announcements

(Use Jump Rope For Heart or Hoops For Heart where indicated.)

"Boys and girls … today's Jump Rope For Heart message to share is:

1. Your heart is the strongest and most important muscle in your body. Your heart is sort of like a pump, or two pumps in one. The right side of your heart receives blood from the body and pumps it to the lungs. The left side of the heart does the exact opposite: It receives blood from the lungs and pumps it out to the body. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

2. How does the heart beat? Before each beat, your heart fills with blood. Then its muscle contracts to squirt the blood along. When the heart contracts, it squeezes – try squeezing your hand into a fist. That's sort of like what your heart does so it can squirt out the blood. Your heart does this all day and all night, all the time. The heart is one hard worker! Don't forget to share the message and raise money for Jump Rope For Heart when you can.

3. Capillaries are tiny blood vessels connecting arteries to veins. The blood vessels carry oxygen and nutrients to all the individual cells in the body. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

4. Eating too much sodium can cause your body to hold onto too much extra fluid. It can lead to high blood pressure, which makes the heart work harder. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

5. The American Heart Association recommends that most adults eat no more than 1,500 milligrams of sodium a day. This is a little less than ¾ teaspoon of table salt. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

6. A can of soda can have about 8 teaspoons of sugar. In one year, most people drink enough soda and sugary drinks to fill a bathtub with sugar. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

7. For every hour you exercise you may gain 2 hours of life expectancy. That's a pretty good two-for-one offer! Don't forget to share the message and raise money for Jump Rope For Heart when you can.

Eating too much sodium can cause your body to hold onto too much extra fluid. It can lead to high blood pressure, which makes the heart work harder.

HEART FACTS

8. The two top chambers of the heart are called atria. If we're talking about only one chamber, we call it an atrium. The atria collect blood from all parts of the body and squirt it into the bottom chambers. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

9. The bottom chambers of the heart are called ventricles. They pump the blood collected from the atria into the lungs and other parts of the body. The human heart's four chambers are the right atrium, left atrium, right ventricle and left ventricle. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

10. The valves between the atria and ventricles act like doors. They open and allow blood from the atria to flow into the ventricles. When the ventricles contract, the valves are closed to prevent blood from flowing back into the atria. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

11. The tubes that return blood to the heart are called veins. These veins empty blood into the atria. The veins that empty blood into the right atrium bring blood from all parts of the body except the lungs. The left atrium collects blood from four veins that drain the lungs. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

12. Picking foods that are high in nutrients that your body needs will help keep your heart healthy. It can be hard to know what foods are healthy for you; one good way to make sure you're eating healthy foods is to eat lots of fruits and vegetables every day. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

13. Jumping rope is fun and good exercise. When you jump rope, you're working out the muscles in your upper and lower legs and your upper arms, building strength. You're also increasing the flow of blood through your body and speeding up your heart rate, which means you're also getting an aerobic workout. Don't forget to share the message and raise money for Jump Rope For Heart when you can.

14. Exercise can reduce the risk of heart disease and high blood pressure. The American Heart Association recommends that children over 2 get at least 1 hour of physical activity every day. You can even break it up throughout the day. Don't forget to share the message and raise money for Jump Rope For Heart when you can."

HEART FACTS

Exercise can reduce the risk of heart disease and high blood pressure. The American Heart Association recommends that children over 2 get at least 1 hour of physical activity every day. You can even break it up throughout the day.

Coach's Challenge

Here are some ideas to help inspire your students to reach their fundraising goals.

- **Silly String** – The principal or PE teacher gets sprayed by top fundraisers.
- **A Healthy Breakfast** – Kids pour breakfast items on the PE teacher, such as orange juice, milk or cereal.
- **Movie Night**: If the school hits its BIG goal, then students who raise $150 or more get to come to school on a special night to watch a movie and have popcorn with their teacher. (Suggestions include: *101 Dalmatians, Hotel for Dogs, All Dogs Go to Heaven, Snow Dogs*.)
- **Crunch Time** – The PE Teacher eats a bug or a chocolate-covered bug!
- **PE Teacher Gets a Trim** – The teacher or principal gets his head or beard shaved once the overall goal is hit by the top fundraiser!
- **Lifesaver Pup** – The PE teacher dresses up as one of the Lifesaver Puppies for the day.
- **Livestock Love** – The coach or principal will kiss a livestock animal once the students hit their overall goal.
- **In the Dog House** – The coach spends all of lunch in a "dog house" if the school goal is hit.
- **Chocolate Pup** – Cover your principal or PE teacher with chocolate sauce and feathers or fur.
- **Go RED** – A teacher, coach or principal dyes their hair red for the day or sports a mohawk.
- **New Wheels** – The principal or PE teacher rides a trike around school for the day. (This also works for roller blades, skateboards, etc.)
- **Slime** – The principal or PE teacher gets slimed by the top fundraisers.

Classroom Challenge

Here are some ideas to help inspire your students to reach their fundraising goals.

- **Special Athlete Visit** – Students who raise $50 or more are invited to have a special lunch and recess party with student athletes from the local university or high school.
- **Water Balloon Challenge** – For every increment of money ($25, $50, etc), students get to throw water balloons at the teacher (Often that takes place on Field Day.)
- **T-Shirt Club** – Students who raise a set amount ($25 or $50) get to sign the teacher's shirt that he or she will wear on the day of the event!
- **Puppy Chow Challenge** – The top class (participation or dollars raised) gets a special lunch table and will be served by the PE teacher or principal.
- **Off to the Races … Who is in the Lead?** – Line up your students' dog stickers on the park poster by grade to see which grade has the highest participation.
- **Dress Like a PE Teacher** – The class with the highest participation or dollars raised gets to dress like the PE teacher for the day.
- **Extra PE** – The top participating class receives an extra PE class period with the games and activities of their choice.

(Front)

Hi Art Teacher!

We hope you'll be a part of Jump Rope/Hoops For Heart

Help promote it by trying these fun ideas in the art room:

Create a Heart Wall! – Have your students decorate a heart sharing why they jump or play (this could be to live healthy, or in honor of friends and family who have been impacted by heart disease or stroke, etc.). This is a great way to spark creativity! Share your reason for participating with your students as well.

Hold a poster contest! – Did you know the American Heart Association allows you to submit your students' top designs for a chance to be on next year's national poster? Visit us online at postercontest.heart.org for details.

Decorate your school! – Display posters around your school the week of your Jump/Hoops event. The entire school will be reminded about the importance of good health!

(Front)

Hi Music Teacher!

We hope you'll be a part of Jump Rope/Hoops For Heart

Help promote it by teaching your students our theme song, *It Takes Heart to be a Hero!* Visit YouTube and search for "It Takes Heart: Sing-A-Long Video" posted by American Heart SouthWest for a visual aid.

Verse 1:

Everyone, around the world
Join in, every boy and every girl
Jump high, feel great
Show some kindness to another, don't you hesitate
Reach out, it's fun to do
There's nothing better than a smile and a thank you
So don't wait, the time is now
Take my hand I'll show you how

Chorus:

Because, it takes heart
To be a hero
To make a difference in somebody's life
Oh, it takes heart
To be a hero
And you'll know what you're doing is right
What you're doing is right

Art (continued)

Music (continued)

Verse 2:
Someone you know, maybe a friend
Is hurt inside and can't do the things you can
A little help, can go far
Before you know it you'll be running on a shooting star
Join in, and play a part
Who knows you might even heal a beating heart
Yeah come along, it feels right
Spread the word and save a life
(Repeat Chorus)

Bridge:

It takes heart
Oh it takes heart
It takes heart
To be a hero
Oh it takes heart
It takes a little heart
Yeah it takes a heart
To be a hero!
Yeah it takes heart

To be a hero
To make a difference in somebody's life
Oh, it takes heart
To be a hero
And you'll know what you're doing is right
What you're doing is right

It Takes Heart

(Front)

Hi Librarian!

We hope you'll be a part of Jump Rope/Hoops For Heart!

Help promote it by displaying and sharing these books in the library:

- ***Thump-Thump: Learning About Your Heart*** by Pamela Hill Nettleton
- ***You Can't Take Your Body To A Repair Shop*** by Harriet Ziefert and Fred Ehrlich, MD
- ***Being Active*** by Mari C. Schuh
- ***The Busy Body Book (A Kid's Guide to Fitness)*** by Lizzy Rockwell
- ***The Circulatory System*** by Helen Frost
- ***Oh The Things You Can Do That are Good for You*** by Tish Rabe
- ***The Gulps*** by Rosemary Wells
- ***The Monster Health Book*** by Edward Miller
- ***Gregory, the Terrible Eater*** by Mitchell Sharmat
- ***Under your Skin: Your Amazing Body*** by Mick Manning & Brita Granstrom

(Front)

Hi Front Office!

We hope you'll be a part of Jump Rope/Hoops For Heart! It's coming up soon!

We just finished planning your school's event. As the face of the school, we wanted you to know about the fun stuff we have planned! Your students have the opportunity to become Heart Heroes through this program in three easy steps:

1. Taking care of their hearts. They'll be learning all about this through the Pawsitive Heart Habits curriculum in PE.
2. Spreading the heart-healthy message to friends and family.
3. Raising money when they can. This teaches the importance of helping others and giving back. The funds raised by your school will help save lives!

Important Dates for the school calendar:

- ☐ **Kickoff/Assembly Date:** _____
- ☐ **Parent Letters & Envelopes Sent Home:** _____
- ☐ **Event Date/Money Due Date:** _____
- ☐ **Money Due Date:** _____

(Back)

Librarian (continued)

(Back)

Front Office (continued)

PLAY!
BE A SUPERHERO!
FIGHT FOR HEART HEALTH
JUMP!
Be Active
We pledge to be active every day.
Our goal is at least 60 minutes of physical activity each day.
We know being active is good for our hearts.
Soccer Pup
Live Tobacco Free
We pledge to say "NO!" to tobacco products and cigarettes.
Our goal is to protect our lungs and heart from harmful chemicals.
We want our hearts and lungs to work well for a long time.
Capt'n Bark
MOVE!
DANCE!
Be Aware of Sodium
We pledge to choose lower sodium foods.
We know many common foods have too much sodium in them.
We want to protect our bodies from heart disease or stroke.
Ninja Star
Choose Water Over Sugary Drinks
We pledge to drink fewer sugary drinks.
We know one sugary drink can have more than 8 teaspoons of sugar.
We want to avoid tooth decay, diabetes, and heart disease.
Dr. Bow Wow
Eat Colorful Foods
We pledge to eat a fruit or vegetable at every meal.
Our goal is to eat a variety of fruits and vegetables.
We know fruits and vegetables keep our bodies energized and our hearts healthy.
Martin N. Muttley
RUN!
THROW!

Ideas for Your Event Day

Make sure the kids have fun – make it special!

Keep the students moving – music is key!

Have fun and relax – stress is bad for your heart!

JUMP EVENT

- Fun Stations
  - Healthy snacks
  - Stethoscope/Listen to your heart
  - Single rope
  - Long rope
  - Double dutch
  - Tricks (backward, one foot, criss cross, heel to heel, skier, etc.)
- Free jump period
- Glow in the dark

HOOPS EVENT

- March Madness bracket
- Hot shot
- 3 vs. 3 tournament
- Teacher vs. student basketball game
- Open gym (pay to play)
- Slam dunk contest

Event Wrap-Up

You've held your event. Now it's time to count your donations and celebrate a job well done!

Count and process the donations

Log in to your HeadQuarters to order all your thank-you gifts online!

STEP ONE From your HeadQuarters, click on the Order/View/ Track Thank You Gifts button under Steps to Success.

STEP TWO Enter your student donations.

STEP THREE Click Manage Instant Gifts to keep track of students you have given instant gifts to.

STEP FOUR Order your school's thank-you gifts. Don't forget to click **Submit**.

1. Refer to the banking materials included in your Volunteer's Folder (paper documents) or on your Event Resource CD for the forms and detailed instructions on how to tally your funds and order your students' and school's thank-you gifts.
2. Convert any cash to a check or money order.
3. Place any Matching Gift Forms in your white postage paid envelope. (Donors receive these forms from their employers and turn them in to you. Forms must be included for us to receive the funds. You don't need to fill out any information on the Matching Gift Forms.)
4. Mail the completed Summary Gift Order Form along with all of your checks, money orders, Matching Gift Forms and online team reports in one of the white postage paid envelopes provided. A second envelope is included for late donations that come in after you've mailed off your original donations.
5. Print the Enter Student Donations page so you know how to distribute the thank-you gifts when they arrive.
6. For legal purposes, please keep the envelopes and permission slips for one year in case they would be needed later by the school or the American Heart Association.

Announce what you raised and celebrate

After all that hard work and effort, it is important to let the school know the outcome and to thank all those involved. Here are a few ideas:

- Announce the total raised at your event, on the morning announcements or at an assembly.
- Send an all-staff email announcing the total donations raised, plus highlights from your event.
- Post your event results and photos on your school website or monthly newsletter for parents and families.
- Post your event total on your school marquee for parents and families.
- Work with your students to create thank-you cards for any special volunteers, sponsors or donors.

Follow through on your incentives and challenges

Did you set school challenges or student incentives that were tied to specific goals? Try to honor these challenges within a few weeks of the event so they stay fresh in the students' minds.

Hand out thank-you gifts

- The student thank-you gifts should arrive four to six weeks after you send off your donations.
- Try to distribute the gifts as soon as you receive them. If you have any issues with sizes or quantities, contact your American Heart Association representative.
- Don't forget that based on the amount your school raises, you will receive a U.S. Games gift certificate. Visit **us-games.com/aha** or call 1-800-327-0484 ext. 4326 to recieve a free catalog.

Event Raises	U.S. Games gift certificate value
$1,500 to 2,999	$100
$3,000 to 4,999	$200
$5,000 to 7,499	$300
$7,500 to 9,999	$400
$10,000 to 14,999	$500
$15,000 to 19,999	$800
$20,000 to 24,999	$1,000
$25,000 to $29,999	$1,300
$30,000 to $34,999	$1,500
$35,000 to $39,999	$1,800
$40,000 to $44,999	$2,000
$45,000 to $49,999	$2,500
$50,000 to $54,999	$3,000

*If your school raises more than $55,000, you will receive even more gift certificates.

Take a Moment

Take a moment to jot down what worked well and what could be improved next year. The notes will come in handy when you start planning again!

What worked well this year?

- _____
- _____
- _____

What new ideas do you want to try next year?

- _____
- _____
- _____

Did you ...

like the event pictures on this year's materials? If your school would like to be featured on future Jump Rope For Heart or Hoops For Heart materials, feel free to upload your event photos at **heart.org/photoswithheart**.

2015–2016 National Jump and Hoops Awards

- **Top 10 Jump Rope For Heart Schools based on highest fundraising total**
- **Top 10 Hoops For Heart Schools based on highest fundraising total**
- **Top 10 Jump Rope For Heart/Hoops For Heart (combo events) Schools based on highest fundraising total**
- **Top Jump Rope For Heart School Per Capita**
- **Top Hoops For Heart School Per Capita**
- **Top Online Fundraising School based on total online dollars raised**
- **Top Fundraising Student based on overall total dollars raised**
- **Outstanding Jump Rope For Heart (JRFH) Volunteer Event Coordinator:** Recognizes a JRFH coordinator who has seen significant growth with their JRFH program, number of years implementing JRFH, creativity of event, passion of event, community involvement, faculty/staff/PTA/PTO involvement, Demo Team involvement and has overcome any unique challenges.
- **Outstanding Hoops For Heart (HFH) Volunteer Event Coordinator:** Recognizes a HFH coordinator who has seen significant growth with their HFH program, number of years implementing HFH, creativity of event, passion of event, community involvement, faculty/staff/PTA/PTO involvement, and has overcome any unique challenges.
- **Top Jump Rope For Heart School Rookie of the Year (first-time participating school)**
- **Top Hoops For Heart School Rookie of the Year (first-time participating school)**
- **Administrator of the Year Award:** For a superintendent, coordinator or instructional PE specialist who has been instrumental in growing the Jump Rope For Heart and/or Hoops For Heart program(s) in his or her school.
- **"Open-Door" Award:** Recognizes a Jump Rope or Hoops For Heart volunteer who has helped bring other peers into the program by "opening doors" to AHA staff or helping the AHA recruit new customers by referring AHA staff to other coordinators who have successfully completed an event.
- **Faye Biles Educational Award (individual award):** Faye Biles was an early pioneer with Jump Rope For Heart who focused much of her energy on the event's educational aspects. This award is named after Faye and recognizes a Jump Rope or Hoops For Heart coordinator who has been instrumental in implementing the American Heart Association's school-related programs. (Teacher's Health Resource Guides, skills resources, HeartPower! Online, CPR in Schools, Healthy Schools Program, What Moves U!, etc.)
- **Heart-Healthy School Award:** Recognizes a Jump Rope or Hoops For Heart school that has implemented American Heart Association programs within the entire school. (Teacher's Health Resource Guides, skills resources, HeartPower! Online, CPR in Schools, Healthy Schools Program, What Moves U!, etc.)
- **Outstanding Team of the Year:** Recognizes two or more individuals who have seen significant growth with their JRFH or HFH program, number of years implementing JRFH or HFH, creativity of event, passion of event, community involvement, faculty/staff/PTA/PTO involvement, Jump or Basketball Demo Team involvement and has overcome any unique challenges
- **Young Heart Leadership:** Recognizes someone under age 21, who has demonstrated the highest levels of leadership-in-action that contributed to the growth in JRFH or HFH.

SHAPE America or state AHPERD membership is not an eligibility requirement for these awards. All winners will be notified by August 30, 2016. Winners' names will be published in the winter issue of SHAPE America's newsletter, *The Pulse*.

For questions about the national awards, please contact your local American Heart Association office or call (800) 242-8721.

Raise $2,000 or more through your Jump or Hoops event at your school and receive a one-year FREE JUMP membership to SHAPE America.

Your membership connects you with physical educators across the country for event tips and physical education curriculum, while growing your professional network and accessing ideas and resources to enhance the health of tomorrow's leaders.

SHAPE America Society of Health and Physical Educators®
health. moves. minds.
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Reston, Virginia 20191-1598
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American Heart Association®
life is why™
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